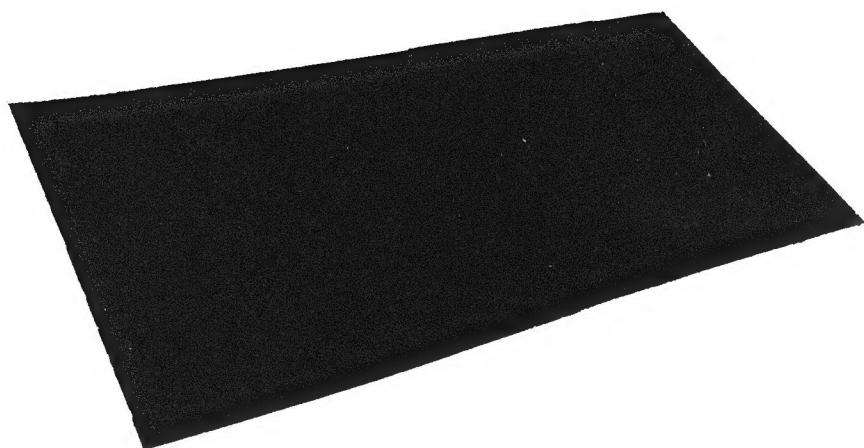


1952





Our Diamond Jubilee Year







A. E. CROSS
FOUNDER

A. E. CROSS

Sixty years ago (1892) a Company was formed for the purpose of brewing and selling beer. On March 7th of that year a Company meeting was held at which the Late A. E. Cross was elected President. This, of course, was only natural as he was the originator of the idea and had attended to all the detail thus far in connection with the locating and drilling of a well, the erection of the buildings and the purchase of the necessary machinery. It was also conceded that apart from being a large shareholder, he was the only one of the seven men who met that day who knew anything about the Brewing business. How he came by that knowledge was a quirk of fate, as he certainly had no such intention when he first arrived in the West.

A. E. Cross was born in Montreal in the year 1861, a son of the Hon. Justice Cross of that City. He received his education in Montreal and in England and eventually took the degree of D.V.S. (Veterinary Surgeon) at McGill University. Shortly after graduating he came West to work for the Cochrane Ranching Company, one of the few big ranches in the country at that time. He later took up land on his own at Mosquito Creek, west of what is now the town of Nanton and began what developed over the years into the well known ranching interests, "The A-7" and which are still held by his sons.

During the early years on the Ranch, he returned to Montreal for medical treatment and while there, went to work for a Montreal Brewery, where he studied the Brewing business. He later took brewing courses at the U.S. Brewing Academy of New York and the Wahl-Henius Institute of Chicago.

After returning to the West, he interested some of his rancher friends in establishing a brewery in the then small community named "Calgary" in the North West Territories. This was thirteen years before the Provinces of Alberta and Saskatchewan were formed and the population of the Territories was very small. These men, however, had faith in the country and knew that it was bound to grow and with that growth would come the success of the Brewery. Their faith was justified, for today the Calgary Brewing & Malting Co. Ltd. is the largest individual Brewery West of Ontario.

A. E. Cross took an active part in Community Affairs as well as the affairs of the country generally. In the year 1899 he was elected to the Legislative Assembly for the North West Territories and served as a member of that body until the Provinces of Alberta and Saskatchewan were formed. In 1912, he, along with three others who ranned on a big scale, started what has now become the largest and most widely known affair of its kind "The Calgary Stampede".

He died in 1932 at the age of 70.

HISTORY OF BEER

The *exact date* when first the making of beer, or "barley wine" as it was called, began is not known. No precise data on this point appears to exist. However, evidence has been found indicating that beer, like bread was known almost universally from a very early age. Research workers have uncovered indications that men were making this beverage 10,000 years ago. That they have done so for at least 5,000 years is definitely established by the fact that beer is mentioned in the Egyptian Book of the Dead. In 1935, a plaque believed to date from the 37th Century B.C. was discovered in Mesopotamia by an archeological expedition from the University of Pennsylvania and the American Schools of Oriental Research. This plaque, made of pottery, depicts two brewery workers stirring their brew with long poles.

The ancient records of other peoples as well as the Egyptians also refer to beer, among them the Scandinavians, the Chinese, the Romans, the Greeks, the Armenians and the Gauls. The Extract from the *Mirror of Chinese History* states that beer or "kiu," was a Chinese beverage in the 23rd Century B.C. The Code of Hammurabi (2100 B.C.) contained regulations respecting Babylonian taverns. In 1920 during the excavation of a tomb in Thebes a small model brewery was discovered, which is now on display in the Metropolitan Museum of Art in New York. According to a description of the brewing process of that time, the present-day method is essentially similar.

Beer has been known to the Germanic peoples for at least 2,000 years, and lager beer has long been their favourite beverage. The word "beer," originally from the Latin "bibere," is first found in the 8th Century in the Old High German form "peor" or "bior." English ale in its original form was probably introduced in Britain by the Saxons. Beer was first referred to in English law in the year 694 when a fine was imposed which was payable in Welsh ale.

During the Middle Ages beer was brewed in monasteries and feudal manors. Some monastic brew-houses are still in use today. Lager beer originated when it was discovered by the monks that their brews could be stored by keeping them cool in caves.

Hops were first used in Germany, and appear to have taken the place of bark and leaves of the oak, ash and tamarisk to a large extent in the 11th Century. They were then introduced into Norway and the Netherlands, and into England probably in the reign of Henry VIII, about 1520.

By the 14th Century brewing had become a well established industry in the Countries of Northern Europe, and beer played a significant part in their commerce.

There are indications that beer in various forms was known in North and South America even before the time of Christopher Columbus, who established that it was then a beverage of the natives. A shortage of beer on the *Mayflower* was at least partly responsible for the landing of the Pilgrims at Plymouth. However, there is some doubt as to when the first brewery was established in North America. There is one claim that the first brewhouse was constructed by Dutch colonists on the southern point of the Island of Manhattan about 1612. There are other claims that the Dutch West India Company first began operations in Lower Manhattan in 1623, and that a law of 1637 first authorized one Captain Sedgwick exclusively to carry on brewing. Many Americans of the Colonial period built breweries on their plantations, and several of the Revolutionary leaders were brewers. After the American Revolution brewing as an industry was encouraged in the hope of popularizing beer as a beverage of moderation.

The first brewery in Canada was founded through the efforts of Jean Talon, Intendant of New France. Soon after his arrival in 1664, he became concerned about the general use of spirits and its effect upon the Colonists. To promote temperance, a brewery was built in Quebec City in 1668 on the shore of the River St. Charles. This was the beginning of brewing in Canada.

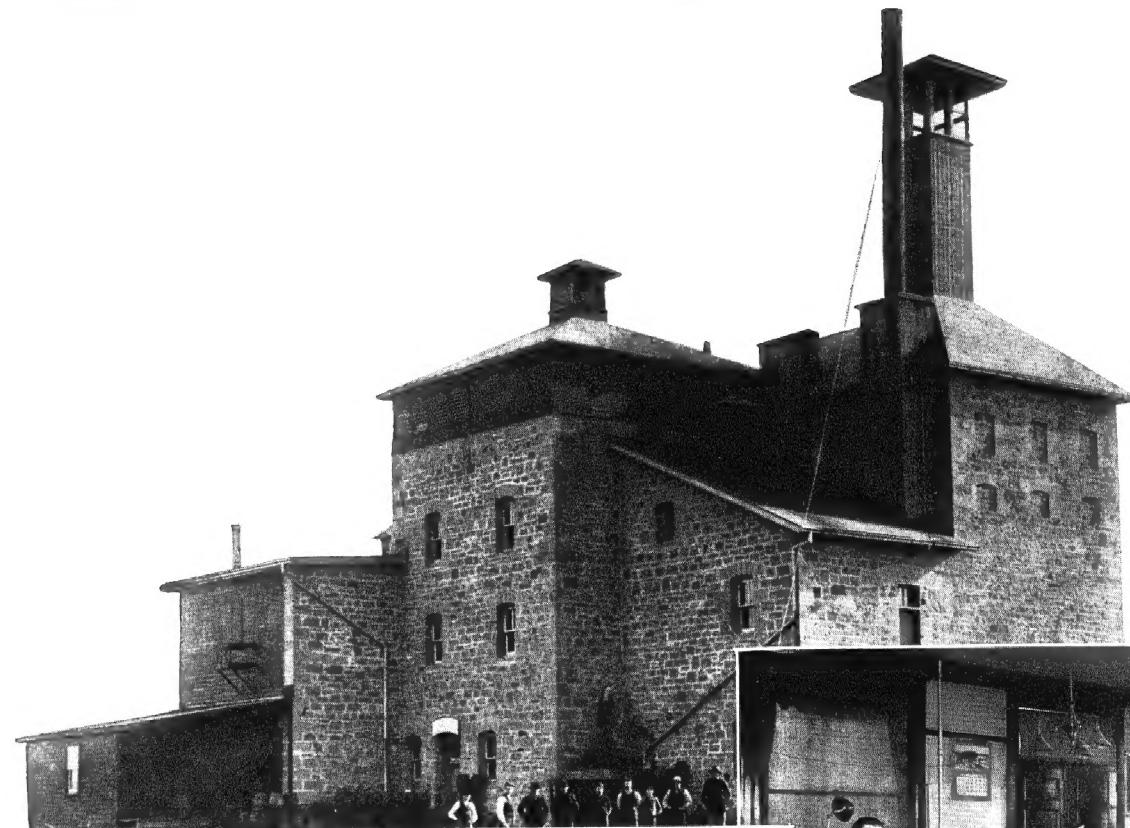


Photo by Karsh

**J. B. CROSS
PRESIDENT**

Assumed the Presidency of the Company in 1932 having been assistant Brewer from 1926 until that time. Was educated at Appleby College, Oakville, Ontario and the Ontario Agricultural College, Guelph, Ontario. Attended the University of Birmingham, England, taking a course in Brewing and studied further at the Alfred Jorgensen Institute of Copenhagen, Denmark.

FIRST
BUILDING



▲ EARLY OFFICE INTERIOR

◀ EARLY EMPLOYEES



GROUP OF EMPLOYEES TO-DAY



WALTER BRUCE
GENERAL MANAGER

STORY OF BEER IN CANADA

Beer in Canada is made almost exclusively of Malt, Hops and Water and compares most favourably with beers made in other countries. Barley Malt is the main ingredient of beer and is made only from the best barley. Special types are grown for malting purposes and certain areas in Alberta are especially suited for the growing of these types. Malting has now become a specialized business and most Breweries buy their requirements from Malting Plants conveniently located throughout Canada. Canadian Malt is highly regarded and is in great demand for export. In a very few words, Malt consists of Barley which has been steeped, allowed to sprout slightly and kiln-dried at high temperatures. This treatment breaks down the starch in the Barley and makes it readily convertible for brewing purposes.

At the Brewery, the malt is ground, mashed with water at certain temperatures and the resulting extract run off to the Brew Kettle. In the Kettle the extract is boiled for a specified time. During this process, hops are added to give the beer the necessary tang and flavour, which all good beers should have. Canadian Hops are grown mostly in British Columbia and are well thought of by Canadian Brewers although most brewers prefer to use a blend of this hop with imported hops.

After leaving the Kettle, the beer (or "Wort" as it is known at that stage) is cooled as rapidly as possible and eventually arrives in glass-lined tanks known



A. R. CROSS
HEAD BREWER

Story of Beer in Canada—*Continued*

as Fermenters. Yeast is then added to cause Fermentation. When the required period of fermentation has been completed, the beer is then passed to Storage Tanks where it is kept for the necessary ageing time. After being carbonated and filtered, it is then held in other tanks for bottling or for draught beer.

While all this sounds very simple, and the principal of making beer is not complicated, it does involve a great many details. The watch-word in a modern brewery is "Cleanliness" and every effort is made to see that it is lived up to and that the finished product reaches the public in the very best condition. Up to date expensive machinery and equipment is used throughout our plant which enables us to offset in some degree the ever increasing rise in costs.

It has been said that Beer is composed of Malt, Hops, Water and *Taxes* and the greatest of these is *Taxes*. Most countries find beer to be an easy medium for tax collecting and Canada is no exception, and in fact has one of the highest tax rates in the world. The tax is collected on Malt and has risen from 1c per lb. in 1867 when it was first imposed, to 21c per lb. at the present time. Since the start of World War No. 2, the tax has been increased to 350% of what it was at that time. The Provincial Government does not impose any direct tax, but obtains its revenue from beer by a mark-up on price, as all sales in Alberta are made through the Alberta Liquor Control Board. Most Provinces follow the same method of collecting revenue from this source.

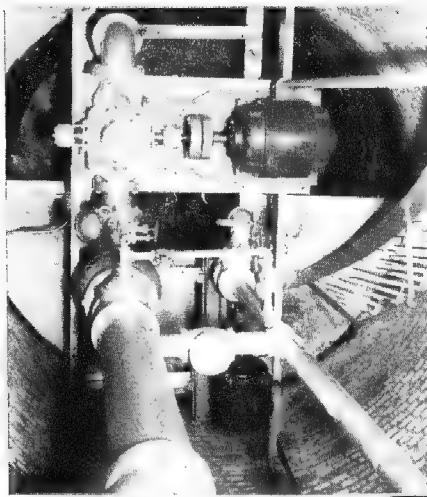




VIEW OF BREWERY GARDENS FROM TOP OF NEW BOTTLING PLANT

ANOTHER VIEW FROM MAIN ENTRANCE

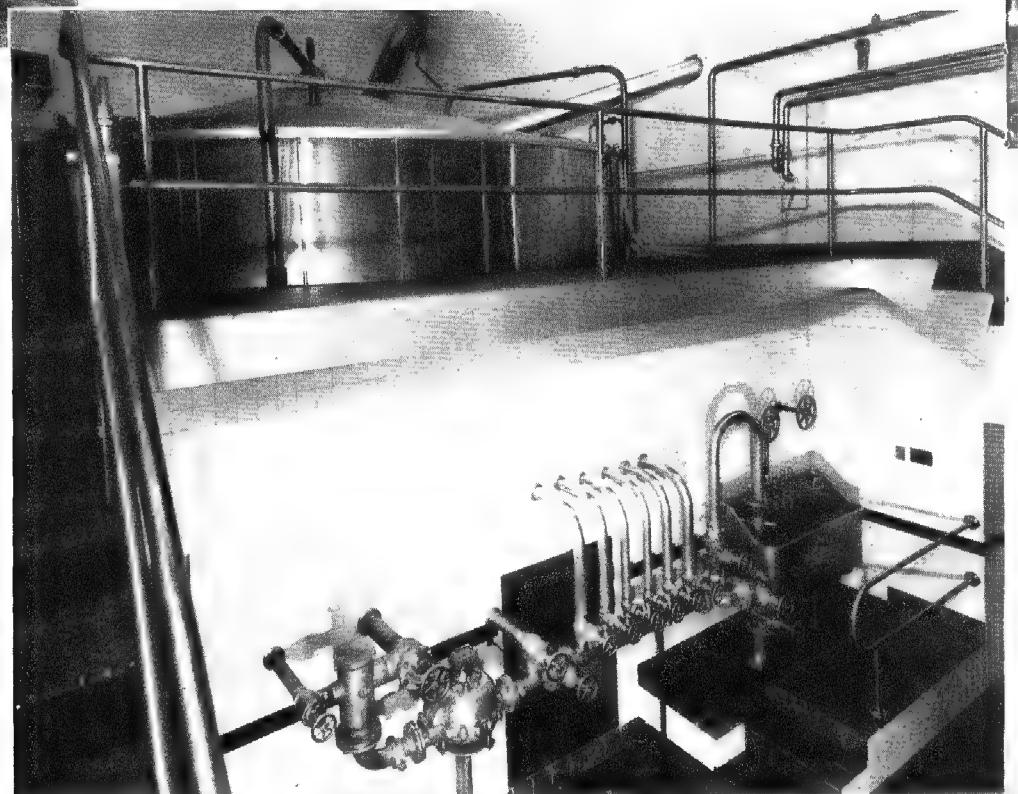




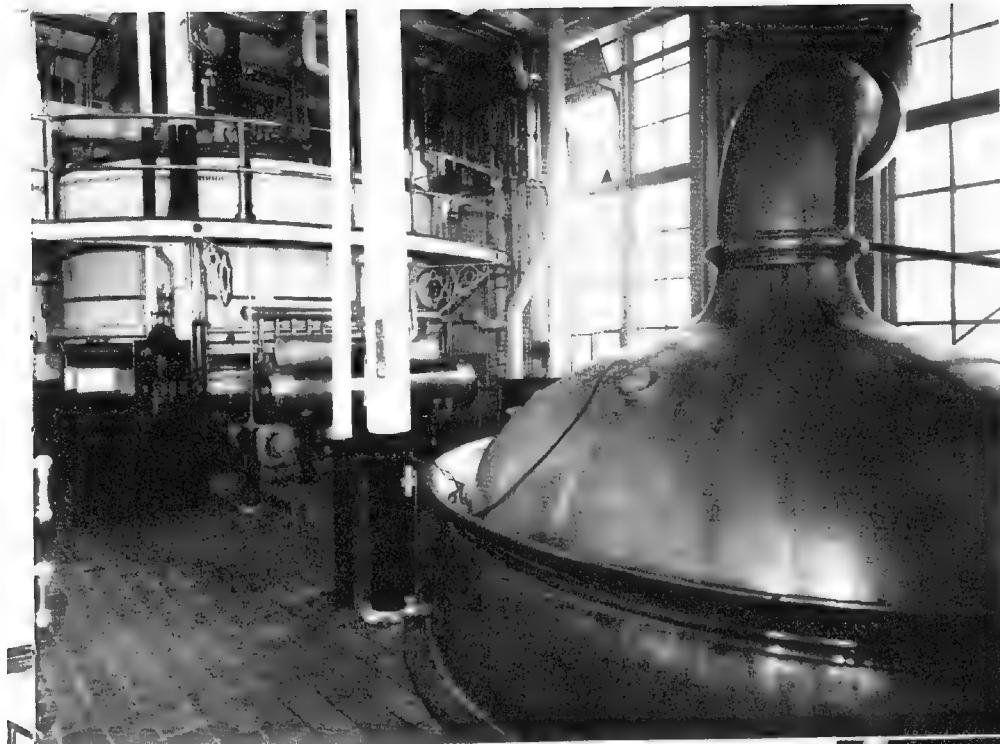
IT'S THE WATER ▲



MALT GRINDER ▲



▼ LAUTER TUB



MASH TUB AND BREW KETTLE ▲

▼ KETTLE AT BOIL

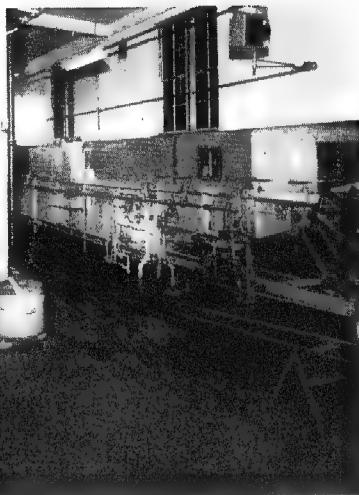
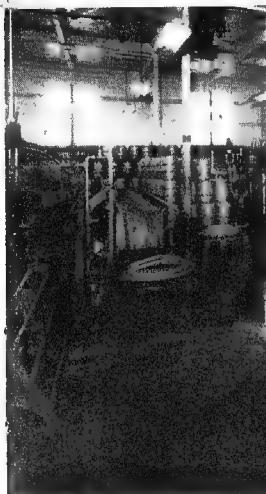




▲ BEER COOLER

▼ YEAST TUBS





▲ KEG WASHER



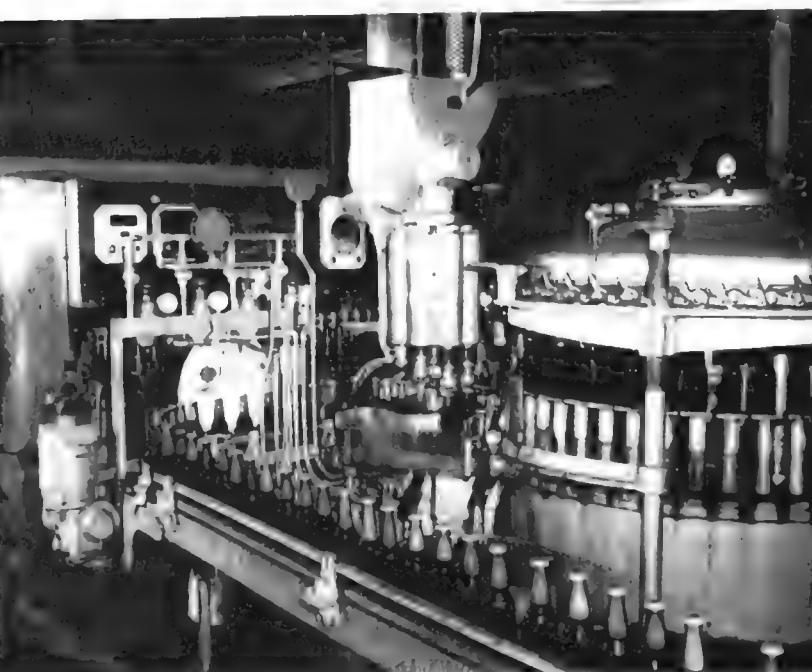
A FEW STORAGE TANKS ▲

▼ KEG FILLER



NEW BOTTLING PLANT BUILDING

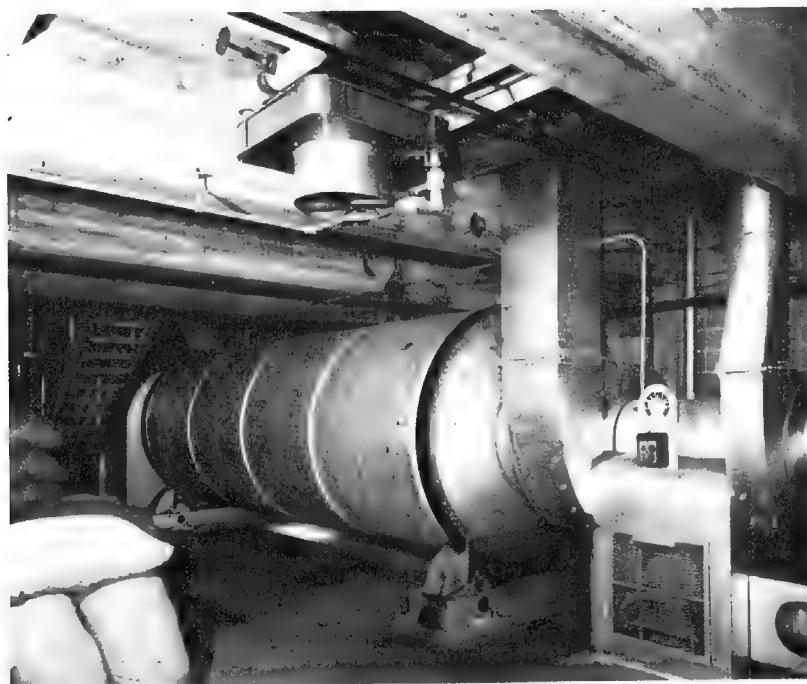
FILLER
AND
CROWNER



PASTEURIZING
LABELLING
PACKAGING



ELECTRIC LIFT TRUCKS
AT WORK



PART OF GRAIN
DRYING EQUIPMENT

The barley malt, after the extract has been withdrawn for brewing purposes, is in great demand as cattle feed.



◀ BARLEY FIELD



B.C. HOP FIELD ▶



BOTTLING MACHINERY ▲

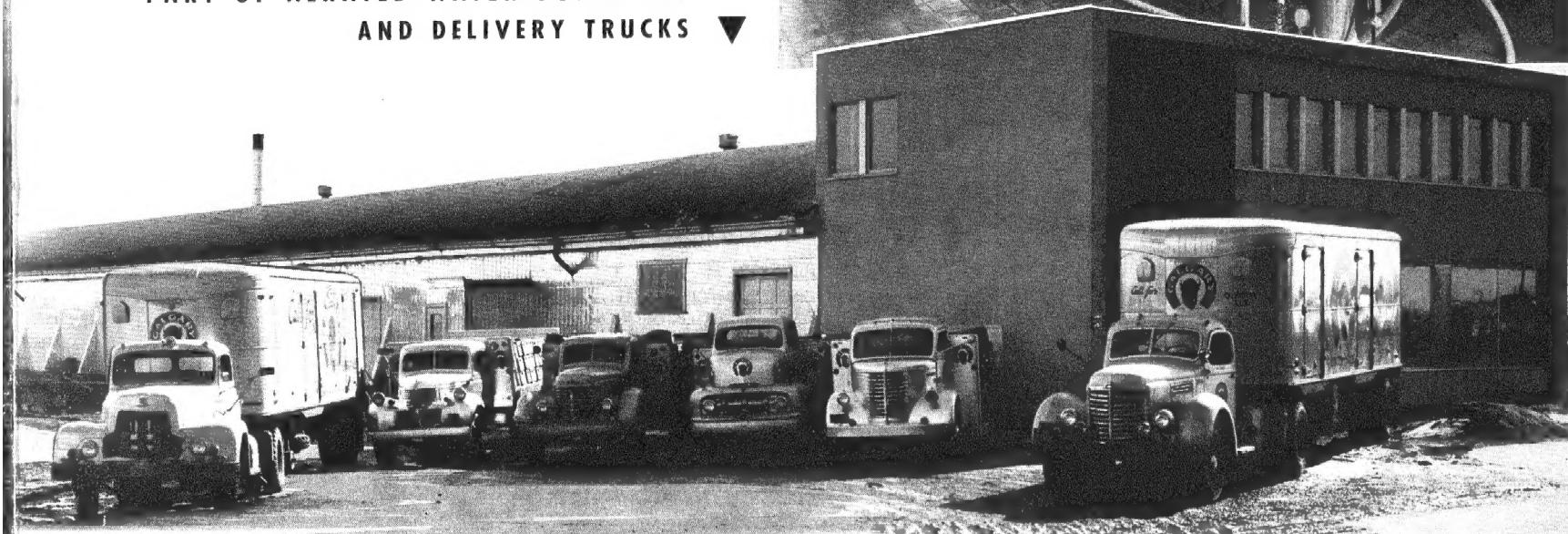
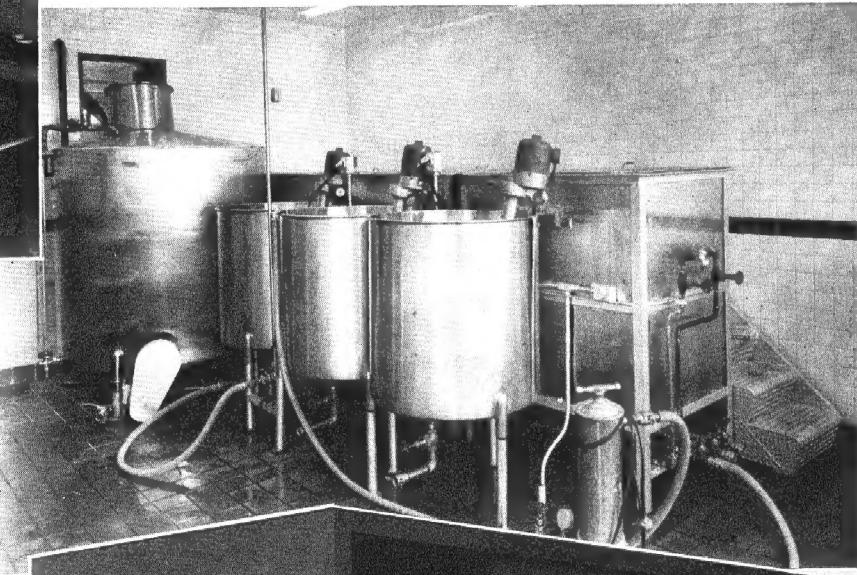
SYRUP ROOM ▶

PART OF AERATED WATER BUILDINGS
AND DELIVERY TRUCKS ▼



AERATED WATER DEPARTMENT

A year or so after the Brewery started, the manufacturing of Aerated Waters (Soft Drinks) was commenced and has been a part of the business ever since. In 1938 a branch Plant was opened in Edmonton.





CASCADE HOTEL, BANFF



STETTLER HOTEL, STETTLER

HOTELS

The licensed Hotels in Alberta are now conceded to be generally of a high standard, although this was not always the case. As the railroads spread throughout the Province and Towns and Villages came into being, Hotels were built and operated in a satisfactory manner. During the first World War, prohibition came into effect and through the resulting lack of revenue, a gradual deterioration set in and most Hotels could no longer operate as such. Some were given up for Taxes and completely abandoned. During the building up period, the Company had floated a large bond issued in England, the proceeds of which were used to finance Hotelmen, who in most cases had very little money of their own. As a result of prohibition, quite a number of these properties were assigned to the Company in satisfaction of loans which were far greater than the value of the property at that time.

The operation of Hotels having now become a branch of the business, these operations were carried on at a loss until Prohibition ended in 1924. Since that time a large amount of money has been spent on reconstruction and improvements, as, of course, has been done by most other Hotel owners. The Company rents some of their Hotels to experienced operators and operates others through subsidiary Companies.

Above we show two of our most recently built hotels.



1892 — 1952